

## Media Release

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# Outdoor industry releases second Annual Report on OMA National Health and Wellbeing Policy

The Outdoor Media Association (OMA) today released its second National Health and Wellbeing Policy (NHWP) Annual Report for 2022, which provides a summary of 2021-22 activities as part of the Out of Home (OOH) advertising industry's National Health and Wellbeing Policy.

Part of the NHWP's commitment is to annually donate a national Outdoor industry campaign to promote healthy eating, valued at \$3M. The 2023 campaign *Buy in Season for Healthy Returns* is currently in market and was created in partnership with Health and Wellbeing Queensland and Nutrition Australia.

Charmaine Moldrich, OMA CEO said: "Operating 24/7 in the public domain and reaching 93 per cent of the Australian population living in and around capital cities every day, we know that our signs have the power to influence behavioural change. The National Health and Wellbeing Policy is just one way that as an industry we can help support government's actions to halt the rise and reduce the incidence of overweight and obesity in Australia."

The Annual Report showcases the NHWP campaign from last year, *Better than you remember*, developed by the OMA, also in partnership with Health and Wellbeing Queensland and Nutrition Australia. The campaign encouraged Australians to rediscover veggies, and reached 10.4 million people nationwide across four weeks.

Launched in 2020, the NHWP was a world-first nationally consistent regulatory scheme restricting the advertising of occasional food and drink products from being displayed within a 150m metre sightline of an Australian primary or secondary school. Today, it remains the only national advertising restriction of its kind.

"The restriction of advertising of less healthy food and drink products from being displayed within a 150m sightline of a primary or secondary school in Australia is working. In 2021 there were zero breaches across the 6,000 signs within this zone. The NHWP annual report is our snapshot of progress in this area and we invite you to learn more about the positive impact we are making," concluded Moldrich.

The Annual Report highlights the post-campaign research results for the NHWP campaigns run in 2021 and 2022, showing a significant level of campaign recall, behavioural change, and action. The *Better than you remember* campaign (2022) was most memorable among parents: 70 per cent of parents remembered seeing the campaign when out and about. Of those, 73 per cent said they purchased more vegetables than they normally do after seeing the campaign.

The full report is available on the OMA website: <https://www.oma.org.au/national-health-and-wellbeing-policy-annual-report>. For more information about the OMA

National Health and Wellbeing Policy visit [www.healthyoutdoor.org](http://www.healthyoutdoor.org). For a hardcopy of the report, contact [info@oma.org.au](mailto:info@oma.org.au).

<sup>1</sup>Then-current market rates.

**ENDS**

**FURTHER INFORMATION:**

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**About the OMA**

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some Asset Owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.